

In the claims:

Please amend the claims as follows:

1. (Currently Amended) A vacuum formed display comprising:
a body portion having a top wall, a bottom wall, a back wall and opposing side walls;
at least one shelf ~~including at least one partition constructed and arranged to separate the shelf into one or more compartments~~, the shelf being vacuum formed as a unitary piece with the body portion, such that a perimeter of the shelf lies generally in the same plane as the back wall;
the perimeter of said shelf defined by a separated portion and a hinged portion; and
wherein to assemble the display, the shelf is separated from the back wall of the display along ~~at least a said separated~~ portion of the perimeter such that the shelf is pivotal about said hinged portion to a position where the perimeter of the shelf is substantially perpendicular to the back wall of the display, the shelf being supported in the assembled position by at least the back wall of the display.
2. (Original) The display of claim 1, further comprising a pair of support ledges molded on an inner surface of the opposing side walls as unitary members with the side walls, and constructed and arranged to provide support to the at least one shelf in the assembled position.
3. (Original) The display of claim 2, further comprising a pair of detents molded on the inner surface of the opposing side walls, spaced above each of the ledges, the detents being constructed and arranged to provide additional support to the at least one shelf in the assembled position.
4. (Original) The display of claim 2, wherein the perimeter of the at least one shelf includes a pair of tabs extending from a rear portion of the at least one shelf, the pair of tabs being constructed and arranged to support the at least one shelf on the pair of ledges.

5. (Currently Amended) The display of claim 1, further comprising an opening disposed in the back of the display and further comprising a card disposed over the opening, the card including indicia.

6. (Currently Amended) The display of claim 5, ~~further comprising a card disposed over the opening, the card including indicia~~ 1 further including at least one partition constructed and arranged to separate the shelf into one or more compartments.

7. (Currently Amended) The display of claim 1, wherein the shelf is separated by a cut along a top portion and side portions of the ~~perimeter~~ separated portion.

8. (Currently Amended) A vacuum formed display comprising:

a body portion having a top wall, a bottom wall, a back wall and opposing side walls;

~~at least one shelf including at least one partition constructed and arranged to separate the shelf into one or more compartments,~~ the shelf being vacuum formed as a unitary piece with the body portion, such that a perimeter of the shelf lies generally in the same plane as the back wall;

the perimeter of said shelf defined by a separated portion and a hinged portion;

wherein the perimeter of the at least one shelf includes a pair of tabs extending from a rear portion of the at least one shelf, the pair of tabs being constructed and arranged to aid in supporting the at least one shelf;

a pair of support ledges molded on an inner surface of the opposing side walls as unitary members with the side walls, and constructed and arranged to provide support to the at least one shelf in an assembled position;

a pair of detents molded on the inner surface of the opposing side walls, spaced just above each of the ledges, the detents being constructed and arranged to provide additional support to the at least one shelf in the assembled position; and

wherein to assemble the display, the shelf is separated from the back wall of the display along ~~at least a~~ said separated portion of the perimeter such that the shelf is pivotal about said hinged position to a position where a base of the shelf is substantially perpendicular to the back wall of the display, the shelf being supported in the assembled position by at least the back wall of the display.

9. (Canceled)

10. (Canceled)

11. (Canceled)

12. (New) The display of claim 8 further comprising an opening disposed in the back of the display and further comprising a card disposed over the opening, the card including indicia.

13. (New) The display of claim 8 further including at least one partition constructed and arranged to separate the shelf into one or more compartments.

14. (New) A vacuum formed display comprising:

a body portion having at least a back wall and opposing side walls;

a shelf that is vacuum formed as a unitary piece with the body portion and including a shelf perimeter;

the perimeter of said shelf defined by a separated portion and a hinged portion;

said shelf adapted to have an initially formed position and a usable position;

the perimeter of the shelf, in its initially formed position, lying generally in the same plane as the back wall;

said shelf being separated from the back wall along said separated portion so that the shelf is pivotal about said hinged portion to said usable position; and

a pair of support ledges molded on an inner surface of the opposing side walls as unitary members with the side walls, and constructed and arranged to provide support for the shelf in said usable position.

15. (New) The display of claim 14 wherein the perimeter of the shelf includes a pair of tabs extending from opposite side portions of the separated portion of the shelf, said pair of tabs being constructed and arranged for support on said respective support ledges.

16. (New) The display of claim 14 further including a pair of detents molded on the inner surface of the opposing side walls, spaced just above each of the ledges, the detents being constructed and arranged on opposite sides of said shelf peripheral separated portion to provide additional support to the shelf in the usable position.

17. (New) The display of claim 14 wherein the separated portion of the perimeter, in the usable position, is substantially perpendicular to the back wall.

18. (New) The display of claim 14 further including at least one partition constructed and arranged to separate the shelf into one or more compartments.

19. (New) The display of claim 14 wherein said shelf includes a base and a raised wall extending at least partially to define a compartment that enables support of a product.

20. (New) The display of claim 14 further comprising an opening disposed in the back of the display and further comprising a card disposed over the opening, the card including indicia.